

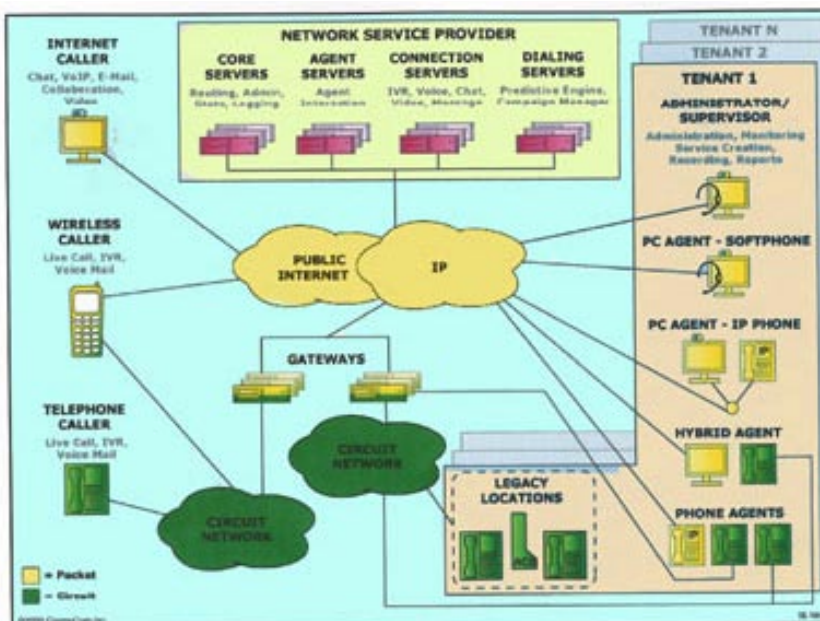
Centric Overview

Centric is a unified, all-IP hosted contact centre suite that includes multi-channel ACD, IVR, CTI, Predictive Dialling, Call Recording and Administrative Tools, it offers distinct advantages over all alternatives in the market today.

Hosted Contact Centre

The hosted contact centre allows organisations to manage and use agents in multiple locations as a single entity, provides every agent with all functions and features, and enables seamless call routing and transferring across the organisation. It is fast becoming recognised as the industry leader in hosted contact centres across the UK. The main benefits of hosting is the dramatic reduction in capital expenditure. With Centric you get all the functionality of the high ticket solutions all on a secure hosted platform.

Centric's unique "Hosted" System Architecture allows seamless connection between you, your agents and your clients all through one cost effective solution.



Centric's Benefits are:

- Affordable "Pay As You Go" Pricing enables you to have the flexibility you need for your contact centre. Not having expensive hardware on site allows you to keep your costs down and increase your profitability.
- Multi Tenancy allows 100% secure data at all times. Due to the solid system architecture you can be assured that your data is secure. In addition this allows you to have different campaigns running without the fear of cross fertilisation of data.
- Multi Channel communication through voice, email, web are all possible with Centric. This allows you to have all the features of the top end contact centres at a fraction of the cost.

These are the features expected by your customers today, Centric delivers them all, effortlessly.

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State of the art data centres

With our data centres we are able to protect your data consistently. Across all four of our UK sites we offer the protection of advanced security systems, a carrier neutral policy, technical services on hand 24/7, plus flexible terms that allow you to change the amount of space you use as your business evolves.

User authentication, data encryption, network traffic control, physical access control are some of the mechanisms we use to preserve data security. We deploy these in a structured manner with full multilevel security and secure firewalls complete with full disaster recovery, you can be assured your data is secure with Centric.

Mature, Field-Proven, Patented All-IP Design

The evolution to IP communication has gained tremendous momentum in the past two years. Centric is not just an IP variation on the traditional PBX design. It was designed from the ground up as a “switchless” system, taking full advantage of the switching function that is inherent in an IP network for all communication channels. Designed in 1996 and field-proven worldwide with hundreds of systems and thousands of agent positions, it is the most mature and field proven IP contact centre technology in the world today.

Unity

In Centric, all major functions - ACD, IVR, CTI, administration and reporting, recording, and predictive dialling - reside on the same platform. And all contact channels - telephone, email, voice mail, and web chat/voice/video/collaboration - were implemented from the ground up on that one unified platform. Thus, no separate middleware platform is needed to mediate between ACD, IVR and Agents. All information about a call simply moves with the call automatically.

All queues and routing rules are universal, and all channels are tracked and managed through one database and one set of reports. Administrative changes are implemented once and propagated immediately through the entire virtual contact centre. Much of the integration work that goes into legacy platforms is built into Centric. Unity reduces the cost of integration, speeds implementation, streamlines operations, and reduces the cost of management and maintenance. Perhaps more important, it enhances the quality of customer care.

Integratability

Because of its unity, much of the integration required in legacy call centres is unnecessary with Centric. IVR, ACD and Agent are automatically synchronised and always have the same complete call-related information available.

Integration to external systems such as CRM is also greatly simplified because of this unity. External systems only need to exchange information and synchronise with one point in the system, usually the Agent application, while legacy CTI integrations require a separate CTI server to coordinate the actions of ACD, IVR and Agent with the external application. Application integration is facilitated by Centric's rich set of open, standards-based COM interfaces, which are easy to use and well understood by a large number of programmers.

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Centric's Connector, our out-of-the-box integration enabler for packaging Centric with leading CRM applications, further simplifies the process. The result is that integration is completed more quickly and much less expensively than in the legacy environment, typically in hours or days, rather than weeks and months. This is not a slogan or an exaggerated claim, but a fact based on field experience.

Scalability

Centric robustly scales up to carrier-sized systems, delivering optimum performance regardless of call volume or agent population. It also economically scales down to very small enterprise sizes, supporting up to 75 agents on a single server.

Reliability

Built for mission-critical contact centre applications, Centric has field-proven carrier class reliability in multiple telecom deployments throughout the world. The system can also achieve this high standard of availability in the smaller and more affordable configurations used by enterprises.

Full Complement of recognised carriers

With Centric we use a majority of the all the major UK carriers to ensure you get the best pricing for your calls and we maintain the best levels of service at all times. These carriers are recognised within the industry as the leading edge companies who have partnered with Centric to deploy the latest in contact centre technology.